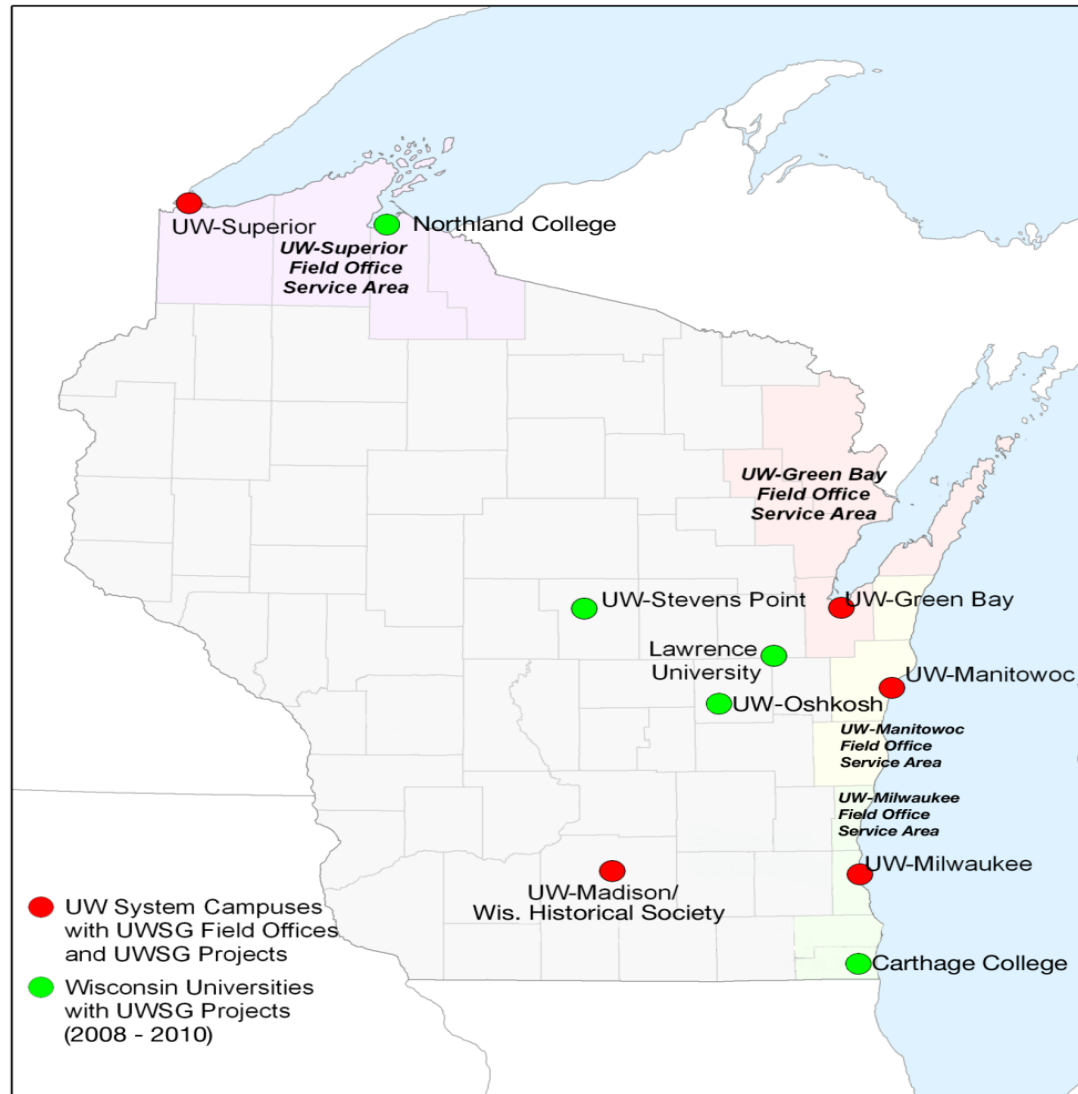


# WISCONSIN SEA GRANT PROGRAM 2010 NSGO REVIEW

Miguel A. Lugo

# Wisconsin

2



# Program Management

3

- Management Team
  - ▣ Director, **Anders Andren**
  - ▣ AD for Administration & Information, **Mary Lou Reeb**
  - ▣ AD for Research & Outreach, **James Hurley**
  - ▣ Communications Manager, **Moira Harrington**
  - ▣ Fiscal Officer, **Dan Marklein**
  - ▣ Assistant to the Director, **Terri Klousie**

# Program Organizational Chart

4

## **ANDERS ANDREN** Director

### **JAMES HURLEY**

Assistant Director for Research and Outreach

#### **ADVISORY SERVICES STAFF**

GENE CLARK

Coastal Engineering Specialist  
UW-Superior

VICTORIA HARRIS

Water Quality and Habitat Restoration Specialist  
UW-Green Bay

DAVID HART

Geographic Information Systems Specialist  
UW-Madison

JAMES LUBNER

Education and Marine Safety Specialist  
UW-Milwaukee

PHILIP MOY

Fisheries and Aquatic Invasive Species Specialist  
UW-Manitowoc

#### **COMMUNICATIONS STAFF**

MOIRA HARRINGTON

Communications Manager

CAROLYN RUMERY BETZ

Science Writer

LINDA CAMPBELL

Publications Sales and Distribution

JOHN KARL

Science Communicator

KATHLEEN SCHMITT KLINE

Science Writer

ELIZABETH WHITE

Publications Editor

TINA YAO

Art Director/Designer

### **MARY LOU REEB**

Assistant Director for Administration  
and Information

#### **ADMINISTRATION / IT / LIBRARY STAFF**

RICHARD DELLINGER

Web Developer

THOMAS DELLINGER

Assistant Web Developer

JAMES GRANDT

Information Systems Engineer

TERRI KLOUSIE

Assistant to the Director Financial Specialist

DANIEL MARKLEIN

Finance and Grants Administrator and Information  
Technology Coordinator

ANNE MOSER

Librarian

# Extension Program

5

- WSGCP extension agents, also called Advisory Services agents, each have specialty area and are also responsible for a coastal geographic area. Agents have particularly strong expertise in the areas of: Aquaculture, AIS and Fisheries, Water Quality, Coastal Engineering, Science Literacy and Marine Education, Marine Safety, Geographic Information Systems and Environmental Chemistry.
- WSGCP agents work closely with a number of UW-Extension specialists in the areas of climate change and water quality issues and have co-located offices. SG and UW-Extension have been heavily involved in the development of a new NERR on Lake Superior. Co-funding of positions are also being explored.

# Program Management – Advisory Council

6

- Appointed by the Chancellor of the University of Wisconsin-Madison, the council provides policy guidance within established institutional goals, approves the overall program plan and budget, and participates in program planning.
- Consisting of state and regional leaders from academia, state and local government, industry and the public, the council brings a wide variety of viewpoints to the program and helps ensure the program's accountability to users and other constituents.
- The WSGCP Advisory Council meets two to three times a year.
- Several WSGCP Advisory Council members have retired during the past six months. WSGCP expects four to six new members will be appointed by the UW-Madison chancellor within the next few months.

# Program Management –WSGCP Advisory Committee on Outreach and Education

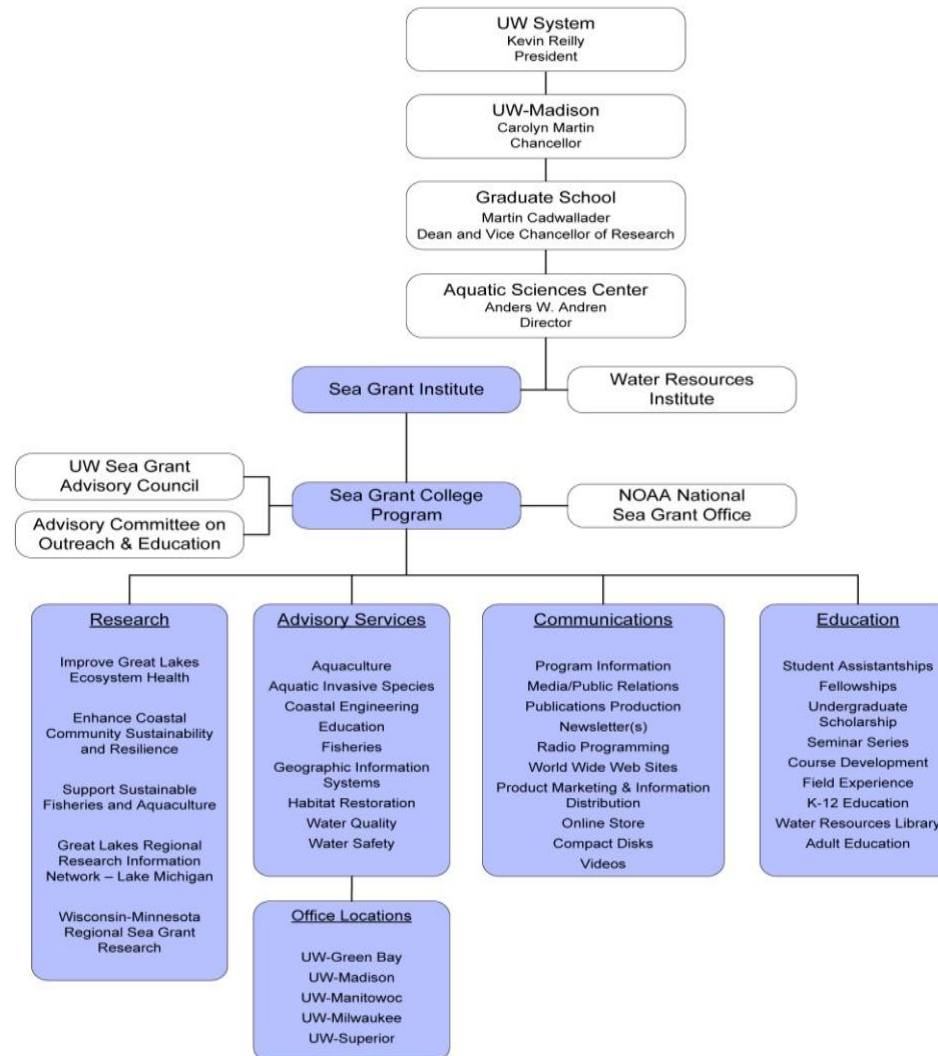
7

- Committee provides guidance on the direction of all outreach efforts, including communications and education.
- Meetings occur twice a year.
- Specialties of committee members align with staff specialties and help with work plan development, progress tracking and mid-course adjustments.

# Institutional Setting

8

**Figure 1** University of Wisconsin Sea Grant Organizational Chart



\*Several UWSG Advisory Council members have retired during the past six months. We expect 4-



# State Sea Grant Program Plan – Estimated 4-yr Budget Allocation by Focus Area

9

National Focus Area	Focus Area from Program Strategic Plan	*Estimated Level of Effort of Federal, Match and Leveraged (%)	*Estimated Level of Effort of Federal and Match (\$)	*Estimated Level of Effort of Leveraged (\$)
Safe & Sustainable Seafood Supply	Support Sustainable Fisheries & Aquaculture	30	\$3,570,000	\$350,000
Sustainable Coastal Development	Enhance Coastal Community Sustainability & Resilience*	30	\$3,570,000	\$310,000
Healthy Coastal Ecosystems	Improve Great Lakes Ecosystem Health	40	\$4,760,000	\$270,000
Hazard Resiliency in Coastal Communities**	Combined with SCD Focus area	**		
Total		100	\$11,900,000	\$930,000

\*Percentages and dollars amounts are based of the 2009-2013 alignment information

\*\*HRCC goals are combined with SCD in WSGCP “Enhance Coastal Community Sustainability & Resilience” focus area.

# Performance Measure/Outcome Highlights

10

- Outcome: The rate of spread of quagga mussels to inland waters will be less than that of zebra mussels at a comparable period in their infestation\*.
- Performance Measure (PM): The number of Great Lakes harbors that receive information on the beneficial reuse of dredge material projects as a result of WSGCP outreach activities - Target: 25 harbors
- P.M. - The economic (market and nonmarket values) and societal benefits (jobs) derived from the application of urban aquaculture and large-scale re-circulating aquaculture system technology as a result WSGCP research and outreach regional activities. Target - \$100,00 economic benefit and 5 new jobs.

# Major Partners

11

- Great Lakes Sea Grant programs – Participated in RFP's with Illinois-Indiana and Minnesota SGs.
- Wisconsin Department of Natural Resources (DNR) – Worked together on water quality, AIS, sediment dredging and fisheries issues. Also, together with UW-Extension, worked with DNR to develop state's response to the Great Lakes Restoration Initiative.
- UW-System and Wisconsin Department of Agriculture, Trade and Consumer Protection – Helped coordinate state's aquaculture plan.
- Great Lakes Sea Grant network.

# Network Activities - 2009

12

- National Focus Team members are Andren (HCE), Moy (SSFA), Clark (HRCC) and Hurley and Hart (SCD).
- WSGCP director served as an ex-officio member of the 2010 research proposal for Illinois-Indiana SG.
- WSGCP director serves as co-chair of Great Lakes Regional Research Information Network for Lake Michigan with Brian Miller (Illinois-Indiana SG), Marie Colton (Director, NOAA- GLERL), and Paul Horvatin (Asst. Dir., EPA's GL National Program Office).
- Andren and Hurley are participants in Lake Superior National Estuarine Research Reserve development.
- Hurley chairs the Sea Grant Extension Program Leaders.
- Clark chairs the Duluth-Superior Harbor Technical Advisory Committee.

# 2010 RFP Process

13

- Description of the review process
  - ▣ Two-step process, pre-proposals selected by external review panel. Full proposals, mail peer reviews and external review panel. Advisory boards included in discussion and approval of the selection process (not project selection).
  - ▣ Conducted proposal workshop for PIs of encouraged pre-proposals. Also attended by outreach staff for advise and possible collaborative efforts.
  - ▣ Use of iPROPOSE, an internally developed Web-based program for submission and review of proposals.
  - ▣ Rank based on focus area relevance and external reviews.
  - ▣ Three focus areas all linked to the National Sea Grant Strategic Plan.
  - ▣ Funded projects in collaboration with Minnesota and Illinois-Indiana SGs.

# 2008/2009 Program Metrics – Awards and Honors

14

- Superior Outreach Programming Award, Great Lakes Sea Grant Program Leaders (8<sup>th</sup> International Conference on Mercury as a Global Pollutant)
- Early Career Award, Great Lakes Sea Grant Program Leaders (Hart)
- Classified Employee Recognition Award (CERA), UW-Madison (Campbell) – Only 4 awards given per year.
- Andren elected president of National Institutes of Water Resources Centers- 2009
- Vicky Harris – Great Lakes Network Award 2009.

# 2008/2009 Highlights of Metrics

15

- 28 organized/sponsored meetings, reaching 934 people
- 61 public presentations, reaching 2756 people
- 24 new funded students joining already 38 students supported by WISG
- 2 Knauss Sea Grant Fellow
- 280 volunteer hours
- Staff and projects were featured in radio and TV interviews.
- 13,350 Students reached through educators
- 13 degrees awarded

# 2008/2009 Program Impacts - Research

16

- WSGCP researcher develops molecular tools for use in wild rice conservation and restoration.
- WSGCP researchers produce genetically defined yellow perch broodstocks.
- WSGCP research helps managers in controlling cattails in many locations.
- WSGCP researchers have identified tissue-specific gene markers associated not only with exposure to dioxin (TCDD), but also correlated with toxic outcomes. Simple assays are presently being developed for environmental agencies for measuring the level of dioxin-induced toxicity in native fish based on methodology developed by the Pis.



# 2008 Program Impacts

17

- WSGCP creates planning portal for coastal communities.
- WSGCP charter anglers use Sea Grant maps to avoid trap nets.
- Prompt treatment can prevent bone death in divers with the bends.
- Great Lakes Shipwrecks Project spurs Wisconsin tourism, inspires multiple spin-off projects.
- Bacterial sources tracking on Milwaukee beaches results in city redesigning storm-water outfall configuration.

# Best Management Practices

18

- ❑ WSGCP Web-based proposal submission system, iPROPOSE.
- ❑ All Pis use iPROPOSE, an updated version of project-management software.
- ❑ Collaboration with neighboring SG programs to fund research proposals.